

AGENDA

Yuba City DBA/BID Board Meeting Plumas Street Shopping District

January 5, 2023 ~ 8:30 am - 741 Plumas Street, Yuba City - (The Happy Viking)
Zoom Call Option - Meeting ID: 915 3781 3150 - Passcode: vee8gX

Meeting called to order	Sandee Drown
Roll Call of Board Members	Natalie Syverson
Approval of Agenda	Sandee Drown
Approval of YCDBA Board Meeting Minutes	December 1, 2022 Minutes
Correspondence	Judy Brogden
Board Liaisons:	
Jesse Alexander - Yuba City Fire Department	
Drew Mitchell – Yuba City Community Policing Officer	
Troy Koski – Yuba City Police Homeless Officer	
Brad McIntire - Yuba City Community Services Director	
Marni Sanders - Yuba Sutter Chamber of Commerce	
Introduction of Guests	Sandee Drown
Treasurer’s Report (5 minutes)	Scott Sargent
a	Current Financial Reports
b	NEW - 2023 Invoicing & Collection Process – Exhibit A
Coordinator’s Report (5 minutes)	Judy Brogden
a. Social Media	Website Updates
b. Merchant Highlights	Monthly Schedule – Business Participation
Membership (5 minutes)	Judy Brogden
a	Merchant Update – Iguana’s
Committees	
Events (10 minutes)	Teresa Schmidt
a	Recap - Christmas Stroll – 12/10/22
b.	Recap - Christmas Tree Lighting – 12/16/22
Marketing (10 minutes)	Ken Wood / Ryan Henshaw
a	Member Highlights starting January
Executive (5 minutes)	Sandee Drown
a.	Board Member Installation Ceremony
b.	Newsletter – January Issue
b.	Strategic Planning Meeting – January 19 th – 9 am – Noon

MISSION STATEMENT

“To preserve, promote and encourage aspiring businesses and provide a safe, clean center of culture and community life for residents and visitors alike.”

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January 2023 YCDBA Meeting Dates

YCDBA Events Committee: TBD
YCDBA Marketing Committee: TBD
YCDBA Executive Board: January 26th 8:30 am
Next YCDBA Meeting – February 2, 2023
Location: The Happy Viking @ 8:30 am

Local Government Meetings:

Yuba City Council: Jan. 3rd (Cancelled) & Jan. 17th at 6 pm
1201 Civic Center Blvd., Yuba City, CA 95993

Yuba City Planning Commission: Jan. 11th & 25th at 6 pm
1201 Civic Center Blvd., Yuba City, CA 95993

Sutter County Board of Supervisors:
Jan. 3rd at 6 pm / Jan. 10th at 3 pm / Jan. 24th at 3 pm
1201 Civic Center Blvd., Yuba City, CA 95993

Adjourn meeting

MISSION STATEMENT

"To preserve, promote and encourage aspiring businesses and provide a safe, clean center of culture and community life for residents and visitors alike."

Yuba City Downtown Business Association
 Minutes of the Board Meeting Dec. 1, 2022
 Meeting called to order by Sandee Drown: 6:33 pm
 Sopa Thai - ** Plumas Street, Yuba City, CA

Roll Call

Name / Title	Present	Absent	Excused
Sandee Drown, President	X		
Ryan Henshaw, Vice President	X		
Scott Sargent - Treasurer		X	
Natalie Syverson- Secretary	X		
Danielle Blackmer, Director		X	
Rick Rummelhart, Director	X		
Teresa Schmidt, Director	X		
Kenneth Wood, Director		X	
Stacie Bedford, Director	X		
Rubi Ibarra, Director	X		
Steve Kroeger, Director			X
Jesse Alexander, Liaison		X	
Michelle Brazil/Drew Mitchell, Liaison		X	
Troy Koski, Liaison		X	
Brad McIntyre, Liaison		X	
Marni Sanders, Liaison	X		

Guests:

YC Mayor – Dave Shaw, YC Councilman Marc Boomgaarden, YC Councilman Shon Harris, YC Councilman Wade Kirchner, 2nd District Sutter County Supervisor Dan Flores, District 4 Sutter County Supervisor Karm Bains, and Sutter County Administrator Steve Smith.

President Sandee introduced the DBA’s Coordinator – Judy Brogden and thanked her for coming on and doing a great job in one of the busiest times of the year for the DBA.

Introductions were made, present were YC Mayor Dave Shaw, YC Vice Mayor Wade Kirchner, YC Councilman Shon Harris, YC Councilman Marc Boomgaarden, 2nd District Sutter County Supervisor Dan Flores, District 4 Sutter County Supervisor Karm Bains, and Sutter County Administrator Steve Smith.

Awards were presented in appreciation of their unwavering support of the YCDBA – Sutter County Award was received by Steve Smith and the City of Yuba City, received by Mayor Dave Shaw.

The 2023 Swearing-In of the 2023 YCDBA Board – Ceremony conducted by YC Mayor Dave Shaw. All board members present accepted their responsibilities for 2023.

Meeting adjourned: 6:42 pm.

Yuba City Downtown Business Assoc.
Balance Sheet
As of December 31, 2022

	<u>Dec 31, 22</u>
ASSETS	
Current Assets	
Checking/Savings	
Sutter Community Bank	44,634.74
Total Checking/Savings	44,634.74
Accounts Receivable	
*Accounts Receivable	(211.88)
Total Accounts Receivable	(211.88)
Other Current Assets	
Accounts Receivable	22,996.08
Allowance for Doubtful Accounts	24,811.13
NACC-TEL Shares	1,053.00
Security Deposit	(50.00)
Undeposited Funds	1,046.00
Total Other Current Assets	49,856.21
Total Current Assets	94,279.07
Fixed Assets	
Accum Depr	(1,849.40)
Bad Debt	4.03
Furn & Equipment	6,774.95
Total Fixed Assets	4,929.58
TOTAL ASSETS	<u>99,208.65</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Events Pending	1,100.00
Total Other Current Liabilities	1,100.00
Total Current Liabilities	1,100.00
Total Liabilities	1,100.00
Equity	
Retained Earnings	99,182.58
Net Income	(1,073.93)
Total Equity	98,108.65
TOTAL LIABILITIES & EQUITY	<u>99,208.65</u>

10:07 AM
 01/03/23
 Cash Basis

Yuba City Downtown Business Assoc.
Profit & Loss
 January through December 2022

	Jan - Dec 22
Ordinary Income/Expense	
Income	
Associate Member Dues	3,750.00
BID Dues	24,843.50
Event - Insurance	1,170.00
Event - Sponsorships	23,500.00
Event - Vendor Booths	37,888.00
Income - DBA Special Events	
Food & Drink Sales	2,380.00
Other Revenue	1,733.00
	4,113.00
Total Income - DBA Special Events	4,113.00
Income - Miscellaneous Services	2,058.00
	97,322.50
Total Income	97,322.50
Gross Profit	97,322.50
Expense	
Bad Debt Expense	4,757.62
Bank Service Charges	449.32
Community Relations Expense	49.72
Contracted Employee	8,537.50
Dues and Subscriptions	2,126.55
Employee Expense; Workmans Comp	1,020.51
Equipment Rental	
Event Equipment	1,949.00
Sound System	375.00
Tents and Staging	3,600.00
Toilet Rentals	583.98
	6,507.98
Total Equipment Rental	6,507.98
Event Expense	
Band & Entertainment Expense	11,661.50
Event Expense - Other	2,013.55
	13,675.05
Total Event Expense	13,675.05
Food & Drink Purchases	202.58
Gardening & Landscape Expense	675.00
Insurance	3,216.02
Internet Services	1,995.77
Licenses and Permits	233.50
Maintenance	400.00
Marketing & Promo	
Outsource Marketing @5hours wk	1,400.00
Marketing & Promo - Other	5,807.79
	7,207.79
Total Marketing & Promo	7,207.79
Meals & Entertainment	804.67
Office Supplies	647.15
Payroll Expenses	11,412.50
Postage and Delivery	294.20
Public Relations	117.98
Rent	
Storage	3,910.00
	3,910.00
Total Rent	3,910.00
Security	3,412.95
Taxes	
Payroll	1,160.06
Taxes - Other	620.44
	1,780.50
Total Taxes	1,780.50

10:07 AM
01/03/23
Cash Basis

Yuba City Downtown Business Assoc.
Profit & Loss
January through December 2022

	<u>Jan - Dec 22</u>
Telephone Expense	454.73
Total Expense	<u>73,889.59</u>
Net Ordinary Income	23,432.91
Other Income/Expense	
Other Income	
Reimbursed Expenses	<u>(24,506.84)</u>
Total Other Income	<u>(24,506.84)</u>
Net Other Income	<u>(24,506.84)</u>
Net Income	<u><u>(1,073.93)</u></u>

Yuba City Downtown Business Assoc.
A/R Aging Summary
 As of December 31, 2022

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
+ County of Sutter	0.00	0.00	2,500.00	0.00	2,500.00	5,000.00
+ Praise Chapel	0.00	0.00	0.00	0.00	250.00	250.00
+# Enterprise Rancheria	0.00	0.00	0.00	0.00	250.00	250.00
+# Recology Yuba Sutter	0.00	0.00	0.00	0.00	500.00	500.00
5 Guys Printing, Inc	0.00	0.00	0.00	0.00	250.00	250.00
A&E Fashion Boutique	0.00	0.00	0.00	0.00	385.00	385.00
Babies to Teen Consignment Shop	0.00	0.00	0.00	0.00	385.00	385.00
Beck's Shoes	0.00	0.00	0.00	0.00	1,155.00	1,155.00
Black Heart Tattoo & Art Gallery	0.00	0.00	0.00	0.00	385.00	385.00
Bombshell Salon	0.00	0.00	0.00	0.00	1,540.00	1,540.00
Center Street Salon & Spa	0.00	0.00	0.00	0.00	60.00	60.00
Cupcake Magic	0.00	0.00	0.00	0.00	1,540.00	1,540.00
DrapedNTaped	0.00	0.00	0.00	0.00	385.00	385.00
Ellis DDS, Inc.	0.00	0.00	0.00	0.00	(31.82)	(31.82)
Hola Multiservices	0.00	0.00	0.00	0.00	350.00	350.00
IQ Fit	0.00	0.00	0.00	0.00	385.00	385.00
Justin's Kitchen	0.00	0.00	0.00	0.00	560.00	560.00
Korean Karate	0.00	0.00	0.00	0.00	920.00	920.00
KV Nails ~ Spa Salon	0.00	(0.02)	0.00	0.00	0.00	(0.02)
La Flor de Michoacan	0.00	0.00	0.00	0.00	673.72	673.72
Lee's Canton Restaurant	0.00	0.00	0.00	0.00	720.00	720.00
Levels	0.00	0.00	0.00	0.00	540.00	540.00
Natalie Syverson Photography	0.00	(0.04)	0.00	0.00	0.00	(0.04)
NEXA Mortgage	0.00	0.00	0.00	0.00	250.00	250.00
Nina Hive Boutique & Market	0.00	0.00	0.00	0.00	288.75	288.75
Novedades Chanito Perez	0.00	0.00	0.00	0.00	170.00	170.00
Novedades Espinoza	0.00	0.00	0.00	0.00	484.15	484.15
Ocean Massage	0.00	0.00	0.00	0.00	288.00	288.00
Phoenix Martial Arts	0.00	0.00	0.00	0.00	385.00	385.00
Queen Penny	0.00	0.00	0.00	0.00	70.00	70.00
Queen Penny Display Shop	0.00	0.00	0.00	0.00	930.40	930.40
Righteous Ink	0.00	0.00	0.00	0.00	1,540.00	1,540.00
Stanton Optical	0.00	0.00	0.00	0.00	385.00	385.00
Stay Faded	0.00	0.00	0.00	0.00	1,540.00	1,540.00
Sutter Buttes Real Estate	0.00	(180.00)	0.00	0.00	0.00	(180.00)
Teegarden House & Event Center	0.00	0.00	0.00	0.00	350.00	350.00
The Cellphone	0.00	0.00	0.00	0.00	1,155.00	1,155.00
The City Club	0.00	0.00	0.00	0.00	560.00	560.00
The Theater Gallery	0.00	0.00	0.00	0.00	385.00	385.00
TOTAL	0.00	(180.06)	2,500.00	0.00	22,483.20	24,803.14

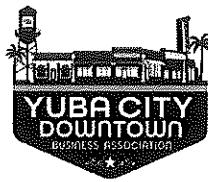


EXHIBIT A

NEW YCDBA Billing Process Timeline

Step 1. Invoices go out end of January, a letter is included which outlines the definition of DBA, payment due date, late fee amount and date and information about collections. Included is information is also how to contact coordinator to set up monthly payments.

Step 2. March 1st, if no payment received a past due invoice is dropped off at the business asking for payment in 7 days or 10% late fee will be assessed. If unable to give copy of invoice to owner, certified mail to be sent out.

Step 3. April 1st, if no payment received past due invoice sent out with 10% late fee from March, along with collection notice and reminder payment due letter.

Step 4. May 1st, if no payment received, past due invoice with both 10% late fee of March and April included, along with communicating will be moved to collections next month and asking to reach out to coordinator.

Step 5. Executive meeting is scheduled to discuss businesses to be moved to collections and discuss special circumstances.

Step 6. Coordinator moves businesses to collections after Executive Meeting discussion and vote.

This same process will be used for new businesses with a prorated amount when they open but the timeline will be the same.

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